Evening World Thrift Campaign

BY GUARDING HER PENNIES WIFE SAVED \$120 IN 3 MONTHS

She Tells in Letter How Evening World's Thrift Campaign Started Her-Insurance Is Looked Upon as a Good Form of Enforced Saving.

Insurance is one of the best evidences of thrift. The soundest budgets which have been submitted in The Evening World thrift campaign have included good-sized insurance policies, and it is significant that the savings bank officials who have commented on them have invariably spoken of the importance of that form of saving.

Thrift and insurance go hand in hand. They lead straight to future se carity and their toll is not heavy. They simply require a moderate but ayatematic allowance, in exchange for which they give back their rewards in the form of cash in hand and protection.

The saving habit in this family dated from the beginning of the thrift campaign in The Evening

World. The new order of things can scarcely be compared with the old, for instead of barely making both ends meet, the ends are over-

lapping nicely, and the year's savings will, at the present rate, amount to nearly \$500. The insurance premiums were hard to meet,

but now they are easily taken care of, and the cash in the bank

EIGHTEEN YEARS OF WOMAN'S

THRIFT SHOWN IN LETTER.

The following letter shows the re-

"When I married, eighteen years

It seems almost unbellevable

that such handsome results can be gained from so modest an outlay of mondy; but the state-ments made have all been veri-fied. The above case illustrates

bank account which indicates that the schedule, so far as sav-ing is concerned, is rigidly fol-

sults of eighteen years of thrift: "BROOKLYN, N. Y.

"To the Thrift Editor of The Evening World.

is growing rapidly.

Insurance is looked on by many and cood form of enforced saving. These ried life I have only been able to save the premium on our insurance policy Now I have seen where we were rsons recognize its value, and fearing that they will not have the deing that they will not have the de-termination to lay aside any money is a penny earned. May your thrift column continue its good work.

"MRS C. W. C." and say to the insurance company: "Here I am; come and take away from me whatever I agree to pay you, for if you don't you'll probably Bover get It."

Fortunately the compulsory feature Smally disappears, and the premiums are paid more easily. Money is saved for the purpose and a small balance appears. This is encouraging to the man who never saved, and he begins to wonder if he has enough protection. Usually he hasn't and he takes out some more. Ten per cent, of the yearly income is not an unreasonable amount for persons in moderate dreumstances to devote to insurance. That should not be the only form of eaving, but it is one of the best, and

as their sole "nest egg:"

UNION COURSE, L. I.

ach month deposit whatever amount

"My busband carries a twenty-year endowment policy, premium paid an-nually amounting to \$33. This will be the deposit for July, when it falls

LOOK AT CHILD'S TONGUE IF SICK CROSS, FEVERISH

Hurry, Mother! Remove poisons from little stomach, liver, bowels.

Give "California Syrup of Figs" at once if bilious or constipated.



that the achedule, so far as saying the content of the composer, the content of the content of the composer, the content of the content

\$250 IN PRIZES FOR THE BEST COMMON SENSE PLAN OF SAVING.

The Evening World, co-operating with the American Bankers' Association, is conducting a campaign for thrift. paign for thrift.

It is not the easiest thing in the world to save money, but the readers of this paper during the next few months will be given every encouragement to learn how to

few months will be given every encouragement to learn how to do it.

Cash prizes amounting to \$250 will be given to those who show the most sensible plans of home or domestic financing.

The Evening World campaign is designed primarily to help men and women earning \$150 a month or less. The committee of awards will be announced later. Articles will be announced later. Articles will be published on Wednesdays and Saturdays.

The American Bankers' Association offers \$150 in prizes, and The Evening World adds \$100, making \$250 in all. The prizes will be as follows: First prize, \$50; two prizes of \$25 each; the prizes of \$25 each; two prizes of \$25 e

know when the rainy day comes ware prepared. A. E. A."

Nijinsky Seen In New Dances

By Sylvester Rawling.

W ARSLAW NIJINSKY, making he made last Wednesday by his su- really an appreciable feature. periative qualities as a dancer. He his direction, each work took on more poetic imagery, and not a little of his spirit fell upon all of his associates. blouse, hat and shoes to match, twenty-one. After everything was characterized by something approach-paid we had 75 cents on which to ing the spiritual and the ethereal, am supervision will not all suit which i His dancing in "Les Sylphides" was

husband's salary was \$15, so we in-creased in Thrift to \$10 monthly. We outside of the subscription. held a substantially large contingent

UNION COURSE, L. I.

To the Thrift Editor of The Evening World:

"Having taken great interest in your thrift column I find it very encouraging, as my little account which I started the first of the year has grown beyond my expectations. I have one little girl. My husband's income is \$100 a menth.

"We pay \$15 rent. When I started my account I deposited \$40, Jan. 31.

The end of February my second deposit amounted to \$20, the end of March, \$45. In addition I joined a Christmas fund, into which I pay \$1 weekly, making a grand total of \$120 saved from Jan. I to April I, averaging \$40 a month.

"I have set a standard to go by such week, relative to table, gas, coal, amusements, etc., and at the end of sach month deposit whatever amount.

"We paid to Thrift to \$10 monthly do in a downtown house, for which we paid \$45,250.

We paid to Thrift \$51 monthly and at the end of each year \$250 extra on principal. We continued this for seven years, at which time mortgage. Then, taking a straight mortgage, we invested the money in an uptown house, giving for it \$5,000.

The monthly rent for our two houses is \$33, and we have in bank \$1,500.

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NEXT WEEK'S MUSIC.

Jubilee week at the Hippodrome will specifically what this campaign was undertaken to prove, namely, that even the most modest incomes, when properly managed, can be made to provide, in due time, actual independence. It is rearsuring to have these examples to prove the case for Thrift.

HOW A GIRL SAVEO \$173.76 IN TWO YEARS.

Although, as stated, this budget is on a small scale, it is none the less creditable:

TRECOKLYN "BROOKLYN.

A benefit for Military Hospital No.

"BROOKLYN.

"To the First Editor of The Ecolog Work!

"Your interesting campaign for thrift is a praiseworthy undertaking.

"Allow me to contribute my own experience. It is on a very small scale, but I am sure there are many in the same circumstances. My plan is the following:

"Salary \$12 a week. Board \$5, carfare 60 cents, kunches \$1.50, insurance 25 cents, saving (in small safe) \$1.50; total \$8.85. Balance for clothes, amusements, &c. \$3.15.

"Each month I put my small safe savings, \$6, in the bank to draw interest and away from reach. In two years I have \$14.276 in the bank and \$24 paid for insurance. Total saved \$173.76. MISS D. G."
In this case savings amount to 12½ per cent. of the salary, and she carried insurance also. There is a generous allowance for clothing and amusements, and a bank account which indicates that the schedule, so for which indicates that the schedule, so for which indicates in the French authorities for Free concerts will be given by the People's Music League of the People's Institute at \$30 P. M. on Wednesday evolving at Public Schools Nos. 53 and 63.

Organ recitals to-morrow afternoon that are free: Edward Shippen Barnes, assisted by Klare H. Dowsey. Washington Irving High: William J. Kraft, assisted by Edith Porter Kraft, soprano, Morris High, Brook; Albert R. Norton, assisted by Donald Chaimers, baseo, Erasmus Hall High, and Richard Keys Biggs, Boys' High, Brooklyn. Washington Irving High: William J. Kraft, assisted by Edith Porter Kraft, soprano, Morris High, Bronx, Albert R. Norton, assisted by Donald Chalmers, basso, Erasmus Hall High, and Richard Keys Biggs, Boys' High, Brooklyn

A Lenten cantata, 'The Message

Original Home Dressmaking Designs

By The Evening World's Fashion Expert

Dark Blue Is Most Popular for the Afternoon Silk Suit, and Most Economical, but Personal Taste and Judgment Often Dictate Lighter Colors.

EXPERT ADVICE FREE TO HOME DRESSMAKERS

If you are in doubt about what styles or colors become you; if the making or remodelling of a gown perplexes you; if you are uncertain as to when and where to wear your clothes, Mile. Lodewick will advise you.

Address communications to Fash ion Editor, New York Evening

Copyright 1916 by The Press Publishing Co In planning the spring wardrobe good suit and dark frock of taffeta for afternoon wear are essential. If a woman is lucky enough, however, to have a last fall's suit, which can be freshened up and altered a bit to serve for practical wear, she can indulge in ne of the season's pretty silk suits. At Metropolitan These, of course, cannot be worn in the morning, but for afternoon are much prettier than serge suits for calling, for tea dances, musicales and other semi-formal functions. Dark his second appearance with blue is the most favored because it is the Ballet Russe at the Met- the most inconspicuous color for opolitan Opera House last night, street wear, and also allows of more more than confirmed the impression variety in hats and blouses, which to

But wardrobes differ greatly, and took the leading parts in "Les Sylphides" and in "Carnaval." Under
the economy of a dark blue color, others who have a plentiful supply of

So personal taste and judgment are



permit of even a light weight woollen texture or linen instead of silk.

The front view shows the jacket strapped across the waistline with bands of the silk embroidered in seif color and black, with a contrasting bit of color if desired. These strapped up the backs of the sleeves. One but bit of color if desired. These straps ton, however, dutifully fastens the disappear under the side front seams and are not seen again until at the parts away. This would be pretty in back they give a trimming to the rose color, the same as the lining if plain upper portion, while confining the suit were in an or gray or even the plaits of the lower. The plaits on green in certain shades. Old gold the skirt, however, are given a favored would be a pretty lining in dark blue.

ANSWERS TO QUERIES.

up a school dress of blue and white check goods for girl seventeen gold years of age. MRS. C. K. Design for Ethel M. would be suit-

able, using plain blue taffeta trim-



thirty-eight years old, 40 bust and short length be-low waiet. Will you aid me with MRS. W. H.

Use accom with brown and green two-faced ribbon for tie.

Dear Pashion Editor: Will you kindly suggest what color, style and material I might use for an

style and material evening dress. Am twenty years of age, light complexion, 5 feet 6 inches tall.

M. W. Lilac or apple green shimmery taffeta such as soiree. Chiffen to match for front of skirt, and fichu collar. Silof skirt, and fichu collar, Sil-

ver lace or iri-descent banding and colored flowers. Dear Fashion Editor:

Will you kindly advise dress for a girl who is inclined to be stout, light complexion with color, and brown hair. MRS. C. You did not state the sort of dress desired, but I am giving you a halfway dress;

model. Dull green cashmere with self-color taffeta bandings, embroidery stitch at from in green or gold, also buttons at shoulders. Collar of pink organdy. Dear Pashion Editor Will you kindly

design a frock to be made of the which I think is "Jersey cloth." material Thanking you, ETHEL M. The material

you speak of is "La Jerz." Stripe satin pocket flaps collar and

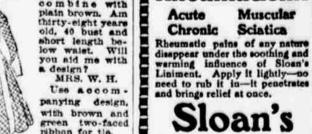


RADWAY'S READY RELIEF

LINIMENT STOPS PAIN" INSTANTLY

Rub It In | It Does Not Blister

CHOCKED CHARLES IN THE PARTY OF Rheumatism! I have four yards of brown and tan plaid taffets which I desire to combine with



SPECIAL OFFER

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is one of the greatest foes of womanly beauty. It is quickly cleared by correcting the cause—sluggish liver—with the aid of the gently stimulating, safe and dependable remedy—

Largest Sale of Any Medicine in the Work Sold everywhere. In boxes, 10c., 28c.

In To-Morrow's Sunday World Magazine

FLEET of Monster Aircruisers now being built at Buffalo, N. Y., exceed anything ever attempted by war-learned foreign na-tions: A leviathan of the air, weigh-ing 30,000 pounds, that will make aeronautical history! The complete facts with illustrations in two colors from actual photographs.

NE of Uncle Sam's Biggest Prob-blems is recruiting the addi-tional 20,000 men authorized by Congress after the Mexican border trouble. Only 500 enlisted during the first week from the whole plicant in five is accepted, and-but

FIVE beautiful young brides just had time to double-quick up the church aisle with as many Army officers before the soldiers took up the pursuit of Villa. Their whirlwind romances. Read about them and see their pictures!

Two pages spilling over with new and odd things in science that you should know to keep abreast of current topics. Illustrated with little pictures that help to tell the stories.

SL-I-D-E, fans, for the big "dope sheet" that "King Baseball" hands out about himselft He's going to exact \$10,000,000 tribute from spectators this year. Herb Roth pictures His Highness a la cubism.

ONLY five years old—and she's a premiere danseuse at the Metropolitan Opera House! From a full color page she drops a pretty curtsey for you. Who is she? THE romance of pirates' gold never ceases to appeal to the imagination. Conrey's brush

visualizes six scenes (sketched from "life" at the theatre) in Stevenson's Immortal "Treasure Island." BEWARE the man who tells you that you are heir to an unexpected fortune! How he sets about fleecing the guilible. Some famously infamous cases.

THERE'S a renowned foreign stage beauty around every other cor-ner in New York—"because of the war." They are all looking for jobs. (Four color photographic studies of a representative group.) A ND now Paris says American women must abandon the tailored suit because the Parisian tailor is at the front! Zalud, World Magazine designer, settles the ques-

The Irish and the War

John Redmond, Nationalist Leader, Answers the Anti-Heme Rule Faction on Recruiting.

IN THE EDITORIAL SECTION

ORDER The Sunday World From Your Newsdealer To-Day!

Burn SOCONY KEROSENE Kerosene is "coming in."

More and more people are coming to recognize the con-venience, the cleanliness and especially the economy of oil fuel when used in the highly efficient stoves, heaters and lamps now on the market. Improvements in oil-burning devices have fully kept pace with the development of gas and electric appliances.

What is more, kerosene itself has been improved.

All kerosene isn't alike by any means. And the good, clean, clear-burning kind is enough better to be worth asking for by name.

SOCONY Kerosene is the trademarked brand name of the Standard Oil Company of New York's best grade of refined oil. Dealers who carry genuine SOCONY Kerosene Oil display the SOCONY sign in their windows. Look for this sign. It is the sign of quality and the World's best kerosene.

We recommend the following oil burn-ing devices as the best of their kinds New Perfection Oil Cookstoves and Water Heaters, Perfection Smokeless Oil Heaters, Rayo Lamps and Lanterns.

STANDARD OIL CO. OF NEW YORK PRINCIPAL OFFICES. New York Buffalo Albany





NEW PERFECTION OIL COOK STOVE

Now serving 2,000,000 homes. Gas stove conven-ience with kerosene oil. The long blue chimney insures a smokeless and odorless



PERFECTION SMOKELESS OIL HEATER

Convenient, portable, trouble-proof. Ten hours of comfort for a gallon of Socony Kerosene.



RAYO LAMPS

Oculists say that kerosene light is best for the eyes. The Rayo is a durable, inexpensive lamp that gives you kerosene light at its

HEATER

third the cost of gas water heater.





NEW PERFECTION KEROSENE WATER

Hot water on tap when-ever you need it, at one